UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economic Planning and Policy of Tourism

2223-1-F7601M052-F7601M044M

Learning objectives

The aim is to develop an understanding of the following factors affecting the tourism sector: (i) destination management; (ii) market failures and public policies.

Contents

Microeconomic and macroeconomic analysis of tourism in order to learn the key factors driving destination management and public policies.

Detailed program

- Tourism product, demand and seasonality.
- Tourism destination
- Destination management
- Public goods, externalities and tourism taxation
- Tourism taxation and natural resources
- Tourism and the multiplier effect
- Tourism activities: example of market failures
- Case studies

Prerequisites

none

Teaching methods

The course will be taught through lectures in class.

Assessment methods

The exam is written only (consisting of an open ended questions) and lasts 20 minutes.

Textbooks and Reading Materials

- Candela, G. and Figini, P. (2010) “Economia del turismo e delle destinazioni”, McGraw-Hill.

Semester

First term

Teaching language

Italian

Sustainable Development Goals